

# CONTACTS

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MONTHLY  
PUBLICATION  
FOR  
EATON  
STAFF  
MEMBERS

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SPECIAL ISSUE

## Jet-Age Communications for Eaton's

In the fast-paced business world of today, the timely flow of information is a vital necessity. A communications system geared to keep pace with progress will be serving Eaton's Winnipeg area on Monday morning.

### Training Program Extensive

Over 500 managers and supervisors from the Downtown Store, Catalogue, Polo Park, and Service Building have received thorough grounding in handling the telephone in preparation for the introduction of Centrex next Monday. A team of trainers acquainted staff with the mechanical operations involved in transferring a call and how the new system would affect sales and sales supporting areas.

Management and supervisory people were responsible for passing the information on to their staff. Those involved in the training program were June Hogg, Linda Dooley, Rose Cannon, Marianne Harras, and Danny Quesnel.

It's called Centrex. It provides the fastest, most efficient service available for the large volume telephone user. Four major buildings in Eaton's Winnipeg area will be linked together by this single telephone system. With Centrex most of Eaton's 1500 telephones are like private lines with their own telephone number.

To reach most telephones from outside the company, callers simply dial the prefix "988" plus four digits assigned to the particular phone. The call speeds directly to its destination, without going through a switchboard. Centrex also allows Eaton telephone users to dial directly to phones inside or outside the company.

#### EATON'S IS FIRST

At the outset of the planning for Centrex, a 26-position main switchboard and 11 sub-boards in four different buildings were required to handle Eaton's communications system and answer some 5 million incoming calls annually. Now that the vast majority of incoming and outgoing calls will be direct dialed, only 13 attendant positions in one room will be needed.

Eaton's is the first organization in Winnipeg to "go Centrex." The Company's system has a special

space-saving feature: its switching equipment is located at the Manitoba Telephone System's offices at Portage Avenue East, rather than being on the company's premises.

Many months of planning, installation and training will be climaxed by Eaton's cutover to Centrex early on Monday, February 24.

"The growth of our company and the diversification of its operation have created a further need for effective communications," said D. S. McGiverin, Group Vice-President, Western Operations. "Centrex meets these needs of today, and we believe it will offer the best in telephone communications for many years in the future."

### Timothy Eaton's First Phone

Founder Timothy Eaton had the Company's first telephone installed in his new store near the north west corner of Queen and Yonge Streets in Toronto in 1884. He was one of the first retailers to recognize the potential of the telephone. Today, Eaton's is Canada's largest private user of the telephone devoted to retail selling.

### TEAM EFFORT

The introduction of Centrex has been a team effort involving the work of many departments. It was co-ordinated by Industrial Engineering Manager Charles Bouskill and Communications Supervisor Harry McIntyre who worked closely with Company Communications Systems Manager Tom Munford and the Manitoba Telephone System. Another major contributor to Winnipeg's first Centrex installation was the Northern Electric Company who supplied and installed telephone equipment.

#### FAST SERVICE

Harry McIntyre, who has worked on Eaton's Centrex project since 1966, says "This service will provide better, faster and more modern telephone service now and to accommodate tomorrow's growth." Mr. McIntyre added that he was very grateful to the Manitoba Telephone System for their co-operation and concern. He particularly mentioned the efforts of Joe Mack, Don Forsyth, Jim Whyte and Gary Cusson of the System's commercial department.

#### MANY OTHERS

However, the project included many other MTS personnel. One of the major problems facing the telephone's engineering department was newness of the equipment and its application. Working behind the scenes were telephone plantmen, whose job was to see that the equipment was installed properly and existing equipment was compatible with the new. Ken Demetrioff, MTS, has been on the job at Eaton's for a year and a half, heading the installation crew. Telephone traffic people and Eaton's chief operator Isabel Wilton helped Centrex console attendants.

It has taken hundreds of people — from Eaton's and the MTS — and thousands of man-hours to meet the Centrex cutover date on February 24. A few years ago, it was only a dream, and on Monday it'll be a reality.

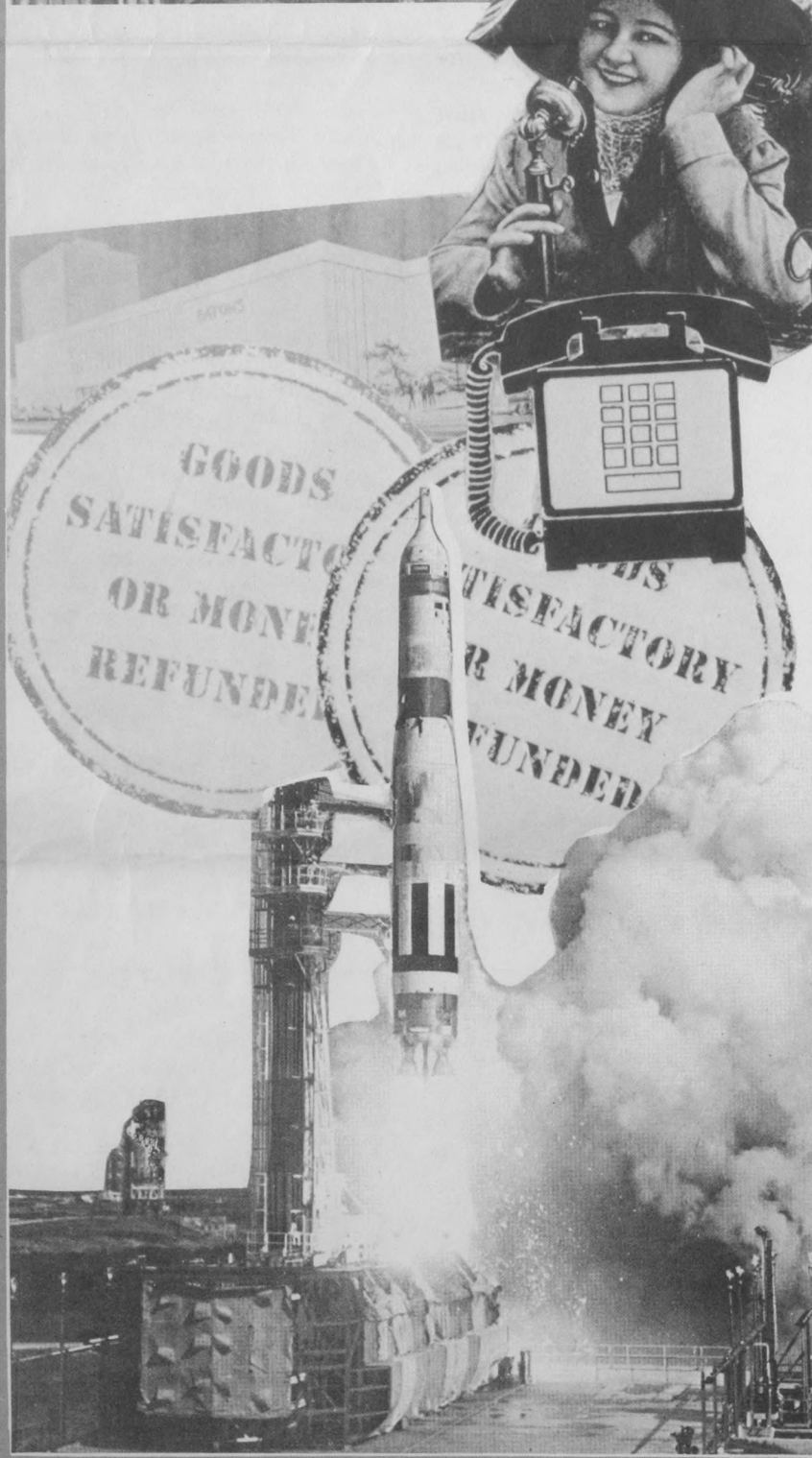
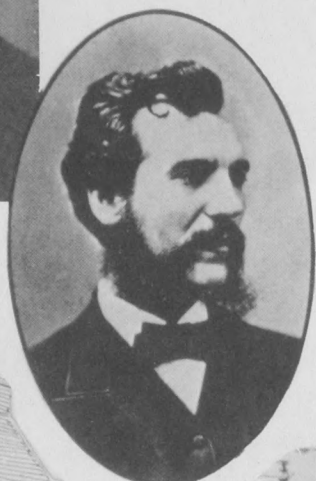
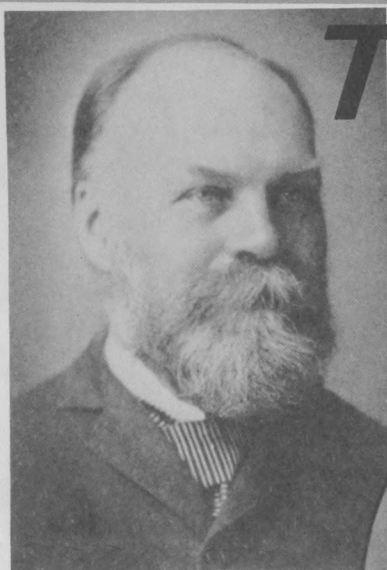
### Special Ceremony

To commemorate the completion of the Centrex installation, telephone and Eaton officials will be attending a special ceremony in the Centrex console room on Wednesday, February 26, at 2:00 p.m. This room is located on the third floor of the Winnipeg Catalogue Building, adjacent to the telephone order board.



Early on Monday morning, eleven compact, streamlined Centrex consoles begin operating and Eaton's becomes the first organization in Winnipeg to "go Centrex." Pam Freko, Misses' Sportswear, Downtown Store, adds sparkle to this photo of a Centrex console located on the third floor of the Catalogue Building.

# Two Great Canadians



Although there's no evidence that Timothy Eaton and Alexander Graham Bell, the inventor of the telephone, ever met, these two men had much in common.

Both were born and raised in the British Isles and emigrated to Ontario where they became famous. Timothy Eaton, came from Northern Ireland and settled in Kirkton, near London, in 1856, while Bell, moved with his family from Scotland to Brantford fourteen years later.

New ideas about retailing had long been accumulating in Timothy Eaton's fertile mind. In 1869, he was able to put these concepts into practice when he opened his first store in Toronto.

Meanwhile, Bell developed the basic principles of the telephone at Brantford, before moving to Boston. Working with a young electrical model-maker named Thomas Watson, his experiments resulted in a remarkable discovery.

One evening in 1876, Bell and Watson were about to try out a new liquid transmitter. Watson, on the other end of the line was astonished to hear Bell's voice "Mr. Watson, come here, I want you!"

Watson rushed down the hall into Bell's workroom, shouting, "Mr. Bell, I heard every word you said distinctly." Bell's invention made a copper wire talk.

Timothy Eaton's principles, which had made him the laughing stock of the retail trade, paid off handsomely. People flocked to his store. He employed 25 people in 1876 and used one small wagon for delivering parcels.

The Company's founder had the first telephone installed in his greatly enlarged new premises on Queen Street in 1884, site of the present Toronto downtown store. Today, Eaton's operates the largest private telephone system in Canada devoted to retail selling.

Telephones came to Manitoba two years after Bell's invention. Just two of them. Now, there are over 400,000 in operation in the province.

Western expansion, spearheaded by the opening of the Winnipeg store in 1905, was the beginning of a close relationship between Eaton's and the telephones in Manitoba. Shopping by phone became an important link between the company and its customers.

In the age of hobble skirts and straw hats, Eaton's business boomed and the telephone — no longer a novelty — topped the 10,000 mark in Winnipeg.

The roaring twenties brought increased expansion. Candle stick telephones were in vogue and Eaton's opened stores in Montreal, Hamilton, Saskatchewan, Halifax, and Calgary.

A black pall of depression covered the world in the early thirties. Unemployed men who were once affluent citizens sold apples on street corners.

In Italy, Benito Mussolini was in power. A formerly insignificant paper hanger named Adolf Hitler became Chancellor of Germany. In fashions, knit evening dresses were chic. Beige and gray were the best colours for spring in 1933.

Among the hit movies were "Dancing Lady" with Joan Crawford and "She Done Him Wrong" starring Mae West. Pop tunes included "Smoke Gets in Your Eyes" and "Stormy Weather."

In 1933 a young man named John David Eaton, left the Winnipeg store to take a position with the European Buying Offices and the Eaton Masquers' Club play "The Man Born to be Hanged" tied for first place in the Manitoba Drama Festival.

World War II halted the economic revival of the late thirties, but after the hostilities, Eaton's and the Manitoba Telephone System surged ahead. In 1948, the Company purchased David Spencer's chain of eight stores in British Columbia. Telephone organizations across Canada completed a microwave network 4,000 miles long, stretching zig-zaggedly across the entire nation. The network, the longest in the world, speeds television pictures and telephone calls from one end of the country to the other in a fraction of a second.

In the middle and late sixties, the MTS introduced direct distance dialing and Eaton's moved to the suburbs and opened a magnificent new store at Polo Park. Telephone shopping rose to a peak in popularity when Eaton's catalogue went to urban shoppers. Last year, to cope with the increased traffic, Eaton's introduced the largest telephone order board in western Canada, located in the Catalogue building.

As telephone usage increased, Eaton's looked for a streamlined system to meet the Company's needs today and tomorrow. The answer was Centrex, a direct in dial system, which will be the most modern of its kind in use by a retailer in North America.

Centrex, introduced in our Centennial year, is far from being the ultimate in telephony. Already scientists are searching for new ways to make telephoning more effective.

In the future you'll be able to make purchases via a picture-phone. As the pace of technology accelerates, new wonders follow one upon the other, promising not only more effective communications for the individual but communications which can bring common understanding to all mankind. The shapes of the marvels to come are communications by satellite and electronic switching. Others are still far on the horizon. Yet the outlines of even the most distant are clear enough to tell us that what Eaton's has today is but tomorrow's prologue.

## TRANSFERRING A CALL IS AS EASY AS

Ask staff trainer Linda Dooley — she'll tell you it's an easy three step action. Here's how it's done.



**A** "If your caller wishes to speak to someone in another department, press down the cradle button on your telephone once. You'll hear a dial tone."



**B** "Then you must immediately dial the department's correct 4-digit number."



**C** "When you get an answer, mention that a call is being transferred. If you know the person's name, relay that information as well. Then hang up. The Centrex equipment completes the transfer."

### How to accept a transfer

When the person transferring the calls hangs up, the transfer will occur automatically. However, you must repeat the name of your department to let the person at the other end of the line know you're ready to talk to them.

## Centrex Highlights

Centrex provides the ultimate in customer convenience.

The majority of incoming local or long distance calls may be dialed directly to Eaton's extension telephones.

The new system provides complete inward and outward dialing of all calls, except outgoing long distance calls.

Dial 9 for an outside line.

Any extension in the Company may be used to reach any other extension by direct dialing the telephone's 4-digit number.

On the average, incoming calls go through 28 seconds faster with Centrex.

Most of Eaton's 1500 telephones will have their own distinct 9-digit telephone number.

The Centrex Central Office number is 988.

The Company's new number after Centrex's introduction is 988-2111.

Eaton's new telephone system is known as Centrex, Phase III, the most modern of its kind in any retail store in North America.

Dial "O" to reach the Centrex console attendant.

Remind those who call you at Eaton's of your new individual 7-digit number.

For information, consult your Centrex telephone directory.

Centrex means faster, better service for all staff members and for 'outside' callers — provided that

we use the system properly, and provided also that we make sure callers dial direct when they call Eaton telephones.



Replacing the company's main switchboard and sub-boards are 11 desk-top Centrex consoles similar to the equipment in the foreground. Eaton's Chief Operator Isabel Wilton, left, and Eileen Reskaka helped teach operating staff to handle the new equipment.



Staff trainer Rose Carron instructs the mechanics of transferring a call to sales supervisors. Some 500 management and supervisory people received the telephone training in preparation for Centrex.

### Answers to your TELEQUERIES

**What's the difference between the old switchboard system and the new Centrex system?**

Desk type consoles replace the switchboards and all incoming calls may be dialed direct to the extension numbers by-passing the consoles. Calls outside Eaton's may also be dialed to and from your own extension.

**What do I do if I don't know a person's extension number when I'm calling from outside Eaton's?**

Dial Eaton's main number 988-2111. The console attendant will route your call to the department you want.

**How do I find a number for a person not listed in Eaton's directory?**

For the first two weeks following the Centrex cutover, dial extension 4690. After the first two weeks, dial "O" and ask an attendant for assistance.

**Where can I get additional Company directories?**

Call the Supply Office on extension 5761.

**Whom should I notify when there are changes to be made in the directory?**

Notify the Communications Supervisor's office on extension 3421.

**What do I do if I have trouble with my telephone?**

Go to another extension and report the trouble to the Chief Operator on extension 5152.

## Is this a Marble Joke?

Yes, it is, but we like it anyway. With over a billion marbles manufactured and sold each year, everyone speculates on what happens to them. Herewith, one answer submitted by a reader of a telephone journal: "One of the major users of marbles is the telephone industry. When a new staff member is hired, he's given 50 marbles. Each time he makes a serious mistake, one of his marbles is taken away from him. When he loses all his marbles, he's promoted to supervisor." Rowan and Martin, eat your heart out!

# Fashions and Phones



The fresh, bright fashions of today are reflected by these streamlined, modern telephone sets.



What changes as fast as women's styles? Not even telephones do. And they've changed a lot since the wasp-waist styles were all the rage in 1892. The ladies wore the Gibson girl look and the Gay Nineties version of the compact telephone had a distinctive shape with a wasp-waist all its own.

The telephone of the future may well be the picturephone, a small, push-button wonder with a video-screen. Though future clothes fashion we don't dare to predict so soon. Who knows? This style may seem quite chic to some man on the moon.

## The Light Fantastic

A few months ago, Eatonians saw a futuristic telephone display which included a thin beam of reddish light, a few inches long, enclosed in a glass case. Known as a laser, this light beam is destined to play a major part in communications of the future. Since its discovery nine years ago, the laser has opened the door to a new world of seemingly magical accomplishments.

With a laser, light distance measurements retain their sharpness to lengths of many miles with unbelievable accuracy. For example, in 1962, a laser beam fired at the moon some 240,000 miles away illuminated a circle about one mile in diameter of the moon's surface with the intensity of a flashlight bulb.

### MANY TYPES

Since the discovery of the laser, hundreds of different types — using gases, liquids, glass, and plastic — have been developed.

In industry, the laser has been used as a high speed drill to burn precision holes through material as hard as diamonds in a fraction of the time required by conventional

methods. Engineers use lasers, which are accurate to three millionth of an inch, to keep bridges, tunnels, and dams in perfect line during construction.

### MEDICAL WONDER

The laser has been called "the hottest thing in medicine." It can weld a detached retina back in place in less than a thousandth of a second. Since a patient can hardly feel it, no anesthetic is required. More accurate and less painful than a surgeon's scalpel, the laser performs "bloodless" surgery — destroying blood-vessel tumors, removing birthmarks and tatoos.

In the future, the laser may be used to lead the blind, predict earthquakes, prevent tooth decay, avert plane crashes, illuminate ocean depths.

### COMMUNICATIONS BONANZA

What does a laser have to do with the telephone? Plenty. If there's one thing about laser light that fascinates scientists, it's the laser's use in communications.

The message carrying potential of light is enormous. For example, every single telephone call, radio and television program and every kind of communication taking place at any time in the world could be transmitted over a single laser.

The communications industry, faced with ever-increasing demand for more and more service, is vitally interested in the laser's ultra-high information-carrying potential.

Once a dream, the laser is now an ever expanding reality. Within 20 years, scientists estimate, it will be a common tool in factories, offices, and homes.

However judging from previous growth development predictions, that time could come sooner — for indeed, the laser's promise for mankind is unbelievable.



Phil Horch, copywriter, and Steve Fitelovich, layout artists, were key members of the advertising team which developed an outstanding Centrex one-page advertisement for local Winnipeg newspapers.

# Meet Eaton's "Mr. Telephone"

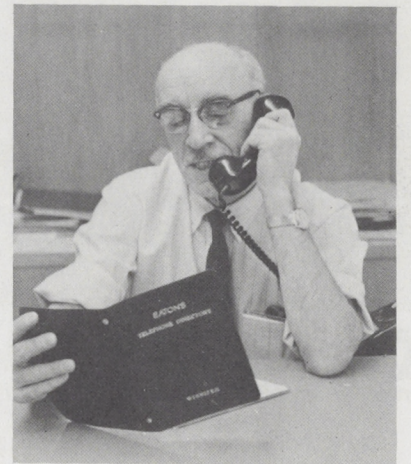
Few people in Eaton's know more about telephones or have been so closely connected with the Company's communications facilities than Harry McIntyre, Winnipeg Communications Supervisor.

Mr. McIntyre, who has been with Eaton's 30 years, first became involved with the telephones when he returned to the Company after serving in the Armed Forces. "Mr. Telephone", as he's known to some of his associates, assisted in the development of the new 148-position telephone order board, which made its debut last year, and combined the Store and Catalogue order taking operations. The number of telephones in Eaton's Winnipeg area has grown from a few quaint looking candlestick phones in 1905 to 1500 today.

Mr. McIntyre is enthusiastic about the Centrex project. The key factor he said in the decision to introduce the new system was the fact that the exist-

ing main switchboards couldn't be expanded. "The Company was growing very quickly in Winnipeg our telephone facilities were unable to cope with the increased traffic," Mr. McIntyre said.

We needed a flexible telephone system that would be capable of handling the expected growth of telephone shopping in the years ahead he said.



Harry McIntyre

## Telephone courtesy Tips

Being polite on the telephone builds business. Customers are more likely to call back if we greet them in a courteous, friendly manner.

### ANSWER PROMPTLY

Remember your caller must wait until you answer, so whenever possible, answer by the second ring.

### IDENTIFY YOURSELF

Answer by giving your name, if you have a telephone assigned to

you personally. If the telephone is shared by a group, answer with your department and then your name.

### TAKE MESSAGES

Offer to take messages, and be sure to include the date and the time to avoid confusion.

### HANG UP GENTLY

Always replace the receiver carefully when you have finished a call, and let the caller hang up first.

